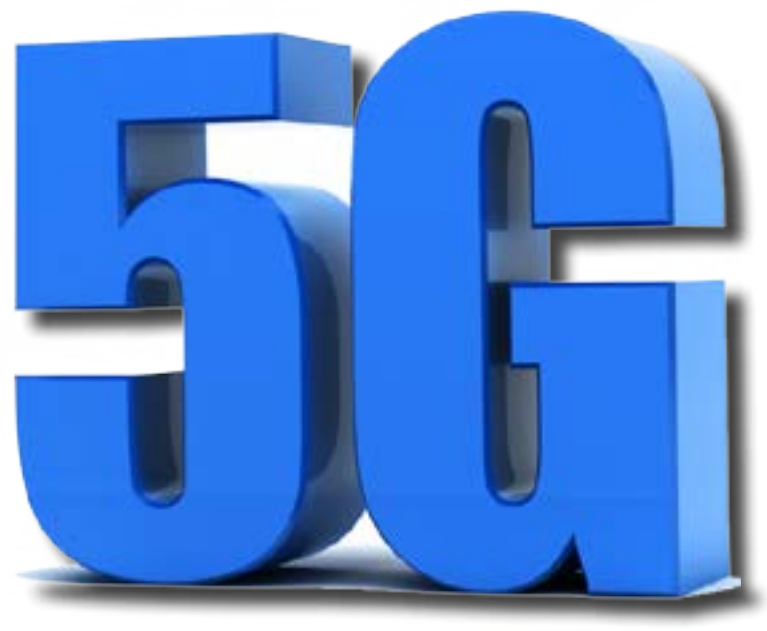
GET SET FOR



Running short of dramatically new phone designs, leaders of the world's wireless industry agree their next big idea is 5G, shorthand for the fifth generation of networks they expect to have up and running by 2020.

But first they'll have to decide what 5G needs to do that the current, fourth generation of wireless networks will never offer.

"It is unclear what the opportunity or weakness that 5G should address is," researchers at GSMA, the global trade group of mobile network operators, said in a report issued in December that punctured some of the more visionary claims for 5G.

There is simply no need for the industry to spend heavily on new network gear or force consumers to upgrade phones unless the new generation of wireless radio standards actually delivers radical improvement in speed or functions, mobile operators say.

With discussions on setting 5G technical standards yet to begin, a final standard is expected in 2019, experts say.

Commercial deployments

That will not stop network equipment makers such as China's Huawei and France's Alcatel-Lucent and dozens of newer players from touting projects as ready for 5G. Most industry experts expect the first commercial deployments of 5G in the run-up to the Tokyo Olympics in 2020.

"What happens before that is a lot of marketing," Lauri Oksanen, vice-president of research and technology at Nokia's Networks business. In that vein, Sweden's Ericsson and Finland's Nokia, will join a parade of equipment makers expected to unveil their latest 5G demonstration projects with telecom firms at Mobile World Congress, the largest annual trade show for the wireless industry.

Of course, 5G promises to do a lot more of everything users are just coming to expect from 4G in terms of watching video, faster download times and denser network coverage. Major vendors predict a 100 to 1,000 fold increase in network capacity.

New challenge

In a nutshell, 1G gave the world phone calling on the go. 2G added text messaging and digital voice, and the first tentative steps into email and Web connections. 3G promised a mobile Internet of pictures and video that did not happen until 4G. But the technology will also have to grapple with a new challenge: the fact that much of the world's spectrum in lower frequency bands is used up.

What remains is higher frequency spectrum that can only carry traffic over shorter distances.

What is what?

- 1-G gave the world phone calling on the go
- 2G added text messaging and digital voice, and the first tentative steps into email and Web connections
- 3G promised a mobile Internet of pictures and video
- 4G allows watching video, faster download times and denser network coverage
- 5G promises to do a lot more of everything users are just coming to expect from 4G

Samsung's Galaxy S set for global launch

Samsung unveiled its latest Galaxy S smartphones featuring a slim body made from aircraft-grade metal, in a bid to reclaim its throne as undisputed global smartphone leader from Apple Inc.

Designed from scratch in an operation dubbed "Project Zero", the Galaxy S6 and its curved-edges variant are critical for Samsung's plans to reverse plunging smartphone revenues that led to its first annual earnings fall in three years in 2014.

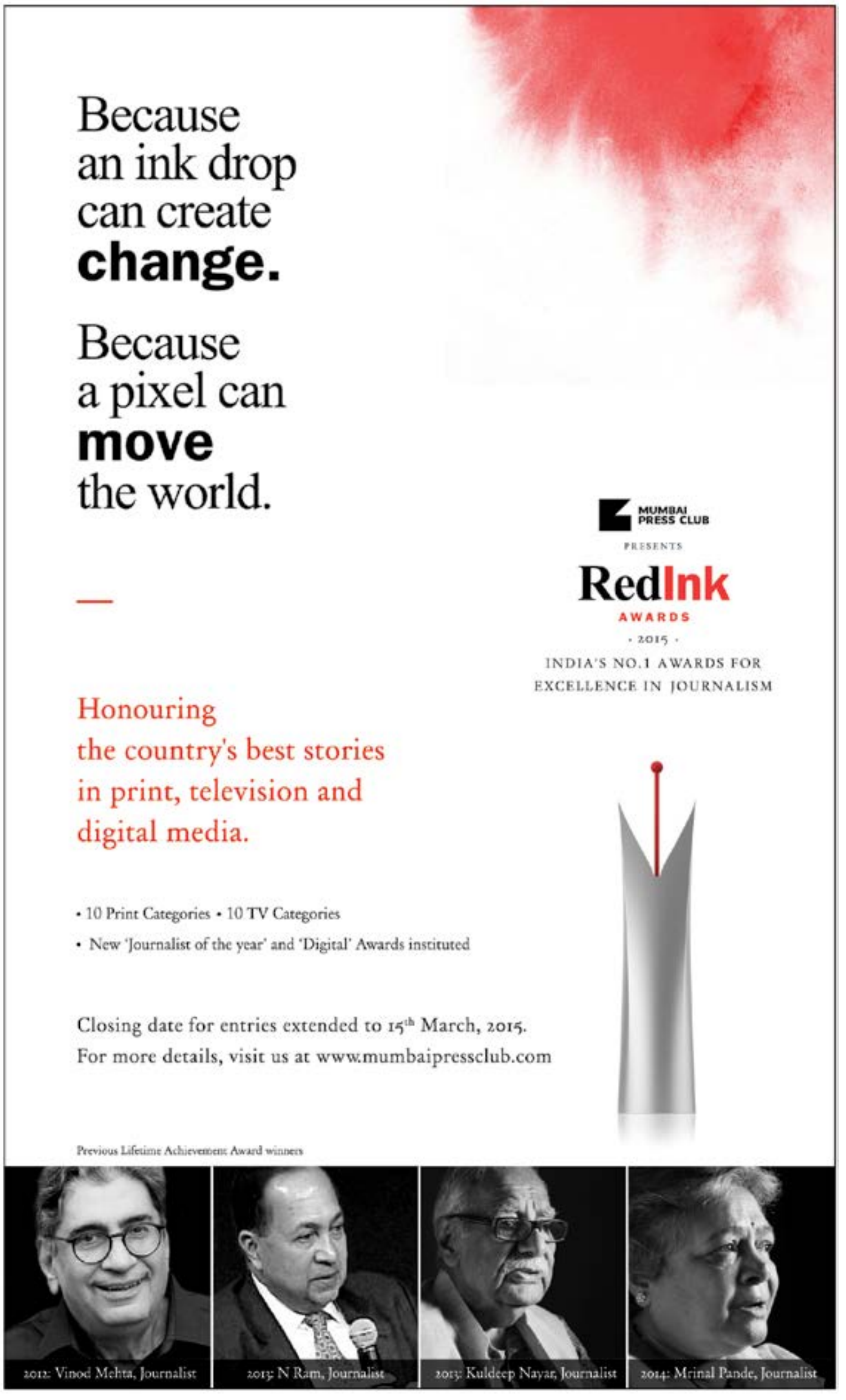
By some estimates, Apple surpassed Samsung as the world's biggest smartphone maker late last year, selling a record 74.5 million iPhones in the December quarter on the back of the success of its big-screen iPhone 6 and 6 Plus.

Samsung's previous flagship Galaxy S5 was outsold in its second full month of global sales by Apple's older iPhone 5S, according to researcher Counterpoint.

The South Korean giant begins its fight-back on April 10 when the revamped Galaxy phones, unveiled at the Mobile World Congress in Barcelona on Sunday, hit the market in one of the most important product launches in the company's history.

Samsung is yet to disclose pricing or where the phones will appear first.

Stand-out features include casing made from light-weight metal used in airplanes, a step up from the plastic that disappointed many critics of the S5, and Corning Inc's Gorilla Glass on both front and back.


Because an ink drop can create change.
Because a pixel can move the world.
MUMBAI PRESS CLUB
PRESENTS
RedInk AWARDS
· 2015 ·
INDIA'S NO.1 AWARDS FOR EXCELLENCE IN JOURNALISM
Honouring the country's best stories in print, television and digital media.
• 10 Print Categories • 10 TV Categories
• New 'Journalist of the year' and 'Digital' Awards instituted
Closing date for entries extended to 15th March, 2015.
For more details, visit us at www.mumbaipressclub.com
Previous Lifetime Achievement Award winners
2012: Vinod Mehta, Journalist
2013: N Ram, Journalist
2013: Kuldeep Nayar, Journalist
2014: Mrinal Pande, Journalist

TCS gets Superbrands status in UK

Tata Consultancy Services has been awarded Business Superbrands status for 2015, following the most recent evaluation of the long-running annual survey, which has been identifying the UK's leading business-to-business brands since 2001. The process was managed by The Centre for Brand Analysis (TCBA) and questioned 2,000 individual business professionals from across the UK as well as the independent and voluntary Business Superbrands Council. The three audiences judged more than 1,200 brands, which they assessed on three key criteria: quality, reliability and distinction. Brands do not apply or pay to be considered for Superbrands status.

TCS has established a strong reputation for its ability to deliver industry-leading IT services and digital transformation projects across a wide range of sectors in the UK. The company's UK clients have ranked TCS number one for customer satisfaction for the second consecutive year in a major survey conducted by Whitelane Research in collaboration with Source.

Wipro boundary less data center

Wipro Ltd consulting and business process services company announced the launch of a Boundary Less Data Center Solution (BLDC), based upon a software-defined data center architecture, powered by VMware, a leader in in cloud infrastructure and business mobility.

This solution enables enterprises to be competitive by reducing time to market, driving business agility and scale.

The Boundary Less Data Center offering is based on an innovative IT transformational approach that is workload centric, software-defined, and hyper resilient.

This helps enterprises to extend the capabilities of their traditional enterprise data centers into a scalable hybrid IT.

BLDC offers transformative analytics to gain insights from enterprise assets and workloads, evaluates IT resiliency and provides a technology blueprint to maximize the business value of IT investments for customers. Wipro's industrialized workload migration approach coupled with its ServiceNXT™, next generation integrated Managed Services framework for Hybrid IT makes the transformation journey easy for its customers.

In collaboration with its ecosystem of partners, Wipro will build industrialized repeatable solutions based on the standard reference architectures and cloud blueprints for enterprises and new workloads on the next generation data center architecture.

The reference architecture will include virtualized compute, networking and storage utilizing VMware vSphere®, VMware NSX™, VMware Virtual SAN™ and VMware vRealize™ Suite.

Wipro currently offers this service from its data centers in the US and Europe, and from its customers' on-premises data centers, with a roadmap to launch this service in emerging geographies later this year.

Wipro's customers will have access to run use cases and proof of concepts from the Wipro Centers of Excellence in India and USA.

Bulova watches available in Amazon.in

Bulova, renowned for artistry and innovation for 140 years, makes its debut in India today. Known for their superb craftsmanship, design and style enhanced by the finest technology, Bulova is the Official Time Keeper and Global Partner of The English Premier League football club, Manchester United. Bulova has launched a comprehensive selection of watches across its Automatic, Classic, Diamond, Marine Star, Precisionist collections in India. In addition, Bulova has also launched a comprehensive selection of watches from its Caravelle range, in India. The entire Bulova range of watches is exclusively available on Amazon.in

Bulova, incidentally, is the only watches brand to offer three distinct timekeeping technologies:quartz, mechanical, and Precisionist -the finest quartz movement to alternative technologies such as solar or mechanical energy ensures that each Bulova watch is accurate to within seconds a year!

Goldman Sachs, Piramal in talks for Rs 800-cr assets deal

The US-based investment bank, Goldman Sachs, through its private equity operations, is in advanced talks with Piramal Realty to pick up a stake in some of the latter's real estate assets in a deal that could be worth R800 crore, two people familiar with the development said.

The investment will be made in a special purpose vehicle (SPV) that will hold three of the Ajay Piramal-led company's assets.

These include a seven acre-plot in Byculla (central Mumbai), which the company bought from textile major, Mafatlal Industries.

The other two land parcels that will be a part of the SPV are located in Kurla (eastern suburban Mumbai) and Thane, according to sources.

Mumbai-based Piramal Realty has plans to develop one of these assets as a mixed-use development project while the other two will be pure-play residential ventures, sources said.

Both Goldman Sachs and Piramal Realty responded to an email query sent by FE and said they did not wish to comment on market speculation.

FE couldn't immediately ascertain the quantum of stake that Goldman Sachs will pick up in this SPV.

Foreign funds partnering developers to invest in a pool of projects over a typically five- to seven-year period is becoming somewhat of a trend. The first such investment took place when Dutch pension provider APG invested R770 crore in Mumbai-based company Godrej Properties in 2012.

Later, GIC, or the Government of Singapore Investment Corporation, invested R1,500 crore in a Bengaluru-based company Brigade Enterprises.

It has been reported that Goldman Sachs has committed nearly R1,800 crore in a joint venture it has formed with Nitesh Estates, another Bengaluru-based company for a 74% stake.

Ajuba International BPO tops among 100 global outsourcing firms

Ajuba International LLC, a premier service provider of healthcare revenue cycle management (RCM) headquartered in Jackson, Michigan in United States with its wholly-owned subsidiary in India Ajuba Solutions has been named ' A Rising Star' by the International Association of Outsourcing Professional in its Global Outsourcing 100 service provider list.

The International Association of Outsourcing Professionals (IAOP) is in its tenth year of compiling its annual lists of the world's best outsourcing service providers and advisors—The Global Outsourcing 100®. The Global Outsourcing 100 and its sub-lists are essential references for companies seeking new and expanded partnerships with the best companies in the outsourcing industry.

The list includes companies across industries, from around the world that provides the full spectrum of outsourcing services. An independent panel of global outsourcing experts selects the Top 100 companies based on stringent evaluation of applications across criteria including size, growth, customer satisfaction, depth of competence and management capabilities."The ten-year milestone made it the perfect time to expand and build upon the Global Outsourcing 100's growing recognition and value," said Michael Corbett, IAOP Chairman.

We've done that with a greater emphasis on making it easier to find companies and the excellence required to make the list. Being named to The Global Outsourcing 100 list is no easy task and IAOP is pleased to recognize Ajuba International for their excellence and achievement". he added.

Buyers understand there are hundreds of qualified service providers and advisors out there, but what they really need to understand now is what makes each exceptional," said IAOP CEO, Debi Hamill.

Accepting the honor, Tony Mira, Founder and Group CEO of Ajuba International LLC said We are deeply honored to be listed amongst the best outsourcing providers in the world by IAOP.

The award is indeed testimony to our team's commitment to excellence and our relentless efforts on redesigning value add services to our clients.

I'm extremely happy to note amidst our continuous expansion as an organisation, our focus of delivering quality service as an outsourcing firm has still remained strong and this recognition is indeed a reiteration of our commitment and dedication. I would like to thank all my employees without whom this would not have been possible and I would like to dedicate this honour to their support and service', he said.

IAOP announced The 2015 Global Outsourcing 100 and The World's Best Outsourcing Advisors recently at the 2015 Outsourcing World Summit in Phoenix, Arizona.

Software Engineers – Microsoft Technologies - .Net

Maa-Yoke Technology

BE / B Tech / MCA from a reputed institute

2-3 years of experience in Microsoft Technologies with a minimum of 12-15 months experience in .net Framework.

Expertise in areas of VB6.0, VB.Net, ASP.NET, MTS, MSMQ, C++,COM/DCOM and ActiveX controls, Web services, COM Interoperability, ADO.Net.

Experience in Internet space development model shall be an advantage.

People with good communication skills & experience will be preferred.

If your profile satisfies the above specifications, please send your resume to : hr@maayoketech.com.

Software Engineers – Sun Technologies – Java/J2EE

Maa-Yoke Technology

BE / B Tech / MCA from a reputed institute

2-3 years of experience in IT industry

Expertise in areas of Core java (Java, Servlet, JSP, Java beans, EJB, XML, J2EE with any one of the application servers-BEA Web logic, WebSphere, etc.)

People with good communication skills & experience will be preferred.

If your profile satisfies the above specifications, please send your resume to : hr@maayoketech.com

Software Testing Engineers – Automation/ Manual

Maa-Yoke Technology

BE / B Tech / MCA from a reputed institute

Expertise in areas of manual and automation testing

Expertise in WinRunner,QTP,Test Director, Load Runner

Good communication skills & experience

If your profile satisfies the above specifications, please send your resume to : hr@maayoketech.com

Trinity Hub

Software Engineer-C++,SS7

XIUS

Experience : 2 - 4 years
Qualification : BE/BTECH/MCA
Location : Hyderabad

Technical Skills Required :
Proficient in C++ Programming
Having good exposure in SS7 Protocols (SCCP,TCAP MAP)
Proficient in UNIX/LINUX
Proficient in defining Functions, Objects, Data Structures in C++ and their usage
Proficient in OS Internals and Socket Programming
To Apply : http://www.xius.com/openings.html#resume

Software Engineer-C++

XIUS

Experience : 2 to 4 years
Qualification : BE/BTECH/MCA
Location : Hyderabad

Technical Skills Required :
Proficient in C++ Programming
Proficient in UNIX/LINUX
Proficient in defining Functions, Objects, Data Structures in C++ and their usage
Proficient in OS Internals and Socket Programming
To Apply : http://www.xius.com/openings.html#resume

Maruti Computers P Ltd

MCL is one of the fastest growing organisation in the IT industry.
We require the following professionals immediately to meet our expansion plans.

SNo	Qualification	Experience	Location
1	S/W Programmers and Project Leaders	Degree in IT	Exp in Microsoft SQL Server..NET,VB.NET,C#, ASP.NET to work on Software Development of International Caliber
2	Sales and Marketing Executives	UG/PG Degree	35 Exprience with background in marketing software products
3	Receptionsist/ Telemarketing	UG/PG Degree	1 Year Experience with good communication skills
4	Data Entry Operator	Dip in Computer	Min 1 Year Exprience
5	Web Designers	Degree/Dip in IT	Photoshop, Flash and Animation

To apply online
http://www.maruticomputers.com/career.asp

Web logic Administrator

XIUS

Experience : 3- 5 years
Qualification ; Any Graduate
Location : Hyderabad
Technical Skills Required ;
WEBLOIC Administrator
Linux (Red Hat) Administrator
Oracle database (Basic Level)
Basics knowledge networking concepts
Good knowledge on Microsoft Office including Outlook & VISO
Fair good knowledge on Windows 7 or 8
To Apply : http://www.xius.com/openings.html#resume

Software Engineer-PL/SQL

XIUS

Experience : 2- 4 years
Qualification : Any Graduate
Location : Hyderabad
Technical Skills Required :
Proficient in Oracle Database SQL Programming
Proficient in Oracle Database Pl/Sql Programming
Efficient in development of Pl/Sql Functions, Procedures, Packages and Objects
Efficient Debugging skills
Experience with Oracle 10G/Higher Database
To Apply : http://www.xius.com/openings.html#resume

Opening in Minmax Infosystems P Ltd

At present, MINMAX is actively recruiting professionals for the following positions:

Software Engineers (Junior/Senior) / Team Leads / Project Leaders / Technical Architects Hands-on, in-depth experience in architecting, designing and developing in one of the following technologies:

Microsoft: .NET Architecture (C#, VB.NET, ASP.NET, ADO. NET and XML) with MS SQL/Oracle Database skills

J2EE/J2ME: JSP, Servlet, EJB, JDBC & JMS with MS SQL/ Oracle Database skills

We also require people for the following positions:

Project Managers, Business Analysts and Domain Consultants, Data Base Administrators, Data Warehousing Consults, ERP (Oracle Apps/SAP/PeopleSoft) Consultants, CRM (Siebel/Clarify) Consultants, Networks Engineers, Network Security Engineers, Network Support Executives

All engineers are required to have experience of anywhere between 2-15 years. Industry certifications are required for individuals applying to the above-mentioned fields. All qualified applicants please send your resumes to career@ minmaxinfosys.com.

Vodafone India MD & CEO Marten Pieters interacting with Vodafone employees during his visit to NGO Apnalaya as a part of the World of Difference programme. Speaking about the initiative, Marten Pieters, Managing Director and CEO, Vodafone India said, "The World of Difference programme exemplifies Vodafone India's commitment towards leveraging the skills of its employees and its learning as an organization for larger good. In addition to addressing real problems and challenges impairing societal development, our employees also learn a lot about the communities in which we live and operate. They come back wiser with fresh learning and experiences that encourages responsible behavior across the organization. This year, we have substantially increased the number of participants in the programme and incorporated elements to ensure continuing engagement with our NGO partners even after the formal 8-week programme ends."

BSNL to install 246 mobile towers in Chhattisgarh

Government-run telecom major BSNL would be installing 246 mobile towers in two phases in the Naxal-affected areas of Chhattisgarh to improve phone connectivity there, an official said.

The decision was announced at a meeting of unified command for anti-Naxal operations, chaired by chief minister Raman Singh, at the new Mantralaya here today.

Construction of roads, rail lines, and other essential infrastructure in the 'left wing extremism' (LWE) areas, anti-Naxal strategies, implementation of public welfare schemes, etc were discussed in the meeting.

It was attended by senior security adviser to the Ministry of Home Affairs K Vijay Kumar, state home minister Ramsewak Paikra, chief secretary Vivek Dhand, director general Central Reserve Police Force Prakash Mishra, additional chief secretary, home, N K Aswal, director general of police A N Upadhyay and other officials.

"It was informed in the meeting that BSNL has a target of installing 146 mobile towers in the first phase. Around 80 towers will be erected by March this year and 40 of them will start operating soon thereafter," the official said.

The remaining towers will be installed by August-end. In the next phase, 100 towers would be installed.

The BSNL was asked to provide proper training to local youth and police for maintenance of towers, he added. It was also asked to ensure availability of spare batteries for towers so as to avoid interruption in service.

The chief minister assured that additional security would be provided for the construction of Dallirajahra-Rowghat-Jagdalpur rail project. "CRPF has been asked to provide additional force," the official added.

App to help visually handicapped ride bus

A new smartphone app helps blind people navigate public transit in the Seattle area.

The app, called StopInfo, is integrated into a popular existing app called OneBusAway that gives real time information on the location of city buses. StopInfo adds details that help blind riders find the bus stop.

"When a user wants detailed information about a transit stop, he or she touches a button and the system displays details, such as where the stop is in relation to street intersections, whether there is a bench and trash can, what the shape of the sign pole is . . . This information can be read out loud for blind users of the phone, using VoiceOver mode," explained Alan Borning in email to Reuters Health.

Borning is a professor at the University of Washington. His graduate students created the new application.

While StopInfo sources most of its information from the King County Metro database, it also relies on information from community users, blind and otherwise. To make sure the information added by users is correct, the app uses a voting system, where each submission counts as a vote. To be verified, a submission must have at least three votes and 75% of submissions must be in agreement.

StopInfo is freely available and runs on iOS (iPhone), Android, and Windows Phone platforms, and also via SMS, interactive voice response, and the Web.

It's been widely used, according to Caitlin Bonnar, one of the app's creators.

Samsung starts rolling out Android 5.0 Lollipop update to Galaxy Note 3 in India

After the Samsung Galaxy S4, it is now the turn of the Galaxy Note 3 to get the Android 5.0 Lollipop update. According to Sammobile, Samsung has reportedly started releasing the Android 5.0 Lollipop update in India for the Galaxy Note 3. Even T-Mobile has released an update to the Note 3 which includes a Lollipop update.

The update will be available over the air and also through the Samsung Kies utility. The update will be rolling out with the build number N900XXUEBOB2.

The Samsung Kies utility will feature the updated firmware for download.

Sammobile has also listed a link for the firmware download on its site, if you want to manually download it.

According to a report in October last year, the Samsung Galaxy S5 was supposed to get a Lollipop update in December. But that certainly hasn't happened. As of now only the generation before the S5/Note 4 has got the update. But considering the time-gap between the Galaxy S4 and Note 3 Lollipop update wasn't much, one should expect the updates for S5 and Note 4 sooner rather than later.

Sammobile had released a video last year comparing Android 5.0 and Android 4.4.2 on the Samsung Galaxy S4.

Parking safety tips

How and where you park can make a difference between a dented car and well-kept one. It can make a difference between heading to an important meeting in a car strewn with leaves and bird droppings or a nice shiny one. Where and how you park is also a safety concern for others and yourself.

Here's how to do it right while caring for your car.

Be considerate to other road users and pedestrians

When parking your car, the first thing you should check is whether it is safe and legal to park there. Check for no standing zones, no parking zones and day specific zones as parking in places where one is not allowed may lead to your car getting towed.

Do not park too close to a gate, intersection, bus stop, fire hydrant, post box or taxi and rickshaw stands. One must also never park too close to another car at the risk of getting boxed in.

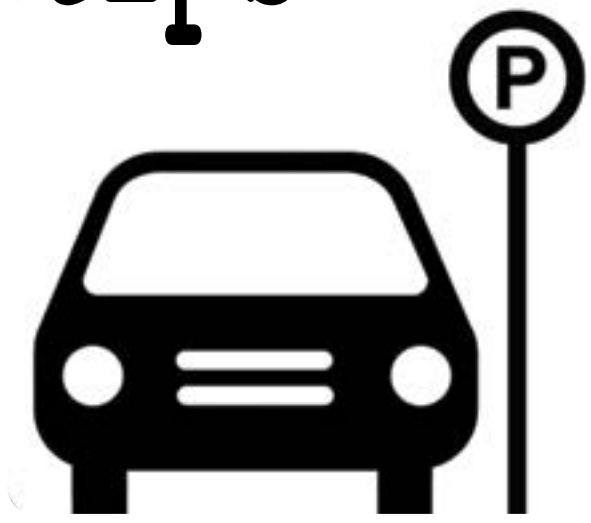
Parking under trees

Parking under a tree may seem sensible as it prevents your car from getting too hot in the summers, but stray objects like branches or coconuts might damage your car. Also, bird droppings can completely ruin your paint if not wiped clean soon.

Some migratory birds like storks have acidic droppings that burn through your clear coat and into your paint leaving permanent damage. Check where you park and if possible never under a tree. In the monsoon, heavy winds and rain can also cause trees to fall resulting in complete destruction of your car.

How to apply the handbrake

Applying the handbrake is crucial although the correct procedure is very important. Many drivers simply throw the car into gear (or Park in an automatic) and rip the handbrake on. In this case, it is the transmission that usually takes up most of the load and not the handbrake.



Whenever you are parking a car, especially on a hill, park and stop safely. At this point your standard footbrake should be holding the car stationary, select neutral no matter whether the car has an automatic or manual transmission and then pull on the handbrake.

The correct way to apply the handbrake is to push the button in as you are pulling it on. Avoid the clicking sound that comes due to not pressing the button. Once the handbrake is on, pull again firmly to hear one click and let your foot slowly off the footbrake.

Now the parking brake holds the car's weight. The driver can not select 1stgear in a manual or Park mode in an automatic for added security. On a hill, always put the car in gear.

Always remember to choose a space with a wall on one side or at the end of a cue of parked cars so as to minimize the chances of your car getting damaged. Also, always remember to park your car only inside a designated spot if parking in a parking lot so as not to inconvenience other users.

Unstealable bike

Three engineering students from Chile have designed what they claim is the world's first "unstealable bike." The Yerka Project, currently in the prototype stage, is a bicycle that converts into its own lock. If a thief breaks through the lock, the frame would then be broken, rendering the whole contraption useless to the bike snatcher.

The design is such that in order to lock the bike, one must remove the bike seat, split the down tube in two around a pole/chain/etc., and then reinsert the seat through the two poles, locking the bike in place. While the bike could still be stolen for parts, this is certainly an innovative premise.

We're excited to see what's next for the Yerka Project. A December 2014 updatefrom the team shows some bike handles being 3D printed and their Facebookaccount promises that the students "haven't unveiled the whole project yet" promising "utmost comfort" in the next design.

Warner Brother Games just released their new survival horror video game Dying Light in India.

The game developed by Techland is by far the scariest zombie infested game with day and night cycle.

In the game during the day, one roams in an urban environment devastated by a mysterious epidemic, scavenging for supplies and crafting weapons to help you defeat the hordes of mindless, flesh-hungry enemies the plague has created.

At night, the hunter becomes the prey as the infected inhuman predators leave their nests to feed.

One will have to make use of all his skills and any available means to survive till dawn.

The game is now available across India on PC, PS4 and X Box One and can also get a copy at www.gamestheshop.com or contact the nearest retailer.

The game is priced at Rs. 3999 on PS4 and X Box One and Rs. 999 on PC.

Apple's $70k diamond encrusted model watch

Despite the Apple Watch not yet shipping, design company Brikk has unveiled the Lux Watch product line. Their new collection includes 30 precious metal-plated, diamond encrusted luxury models across three lines of the upcoming wearable from Cupertino.

The Lux Watch is built in both 38mm and 42mm sizes and is available in 24-carat yellow gold, 18-carat pink gold, and 950 platinum.

Customers have the ability to select from three different versions: The Standard, The Deluxe, and The Omni.

The Lux Watch Standard offers a single row of diamonds totaling .50 carats around the face, and comes with a leather strap. The Lux Watch Deluxe has 2.3 carats of diamonds in multiple rows around the face, diamond encrusted buttons, and a leather strap with diamond studded clasp. The Lux Watch Omni has a fully diamond-wrapped case and band of over 12 carats of diamonds.

Each piece is disassembled inside Brikk's laboratory in Los Angeles.

The external components are hand polished, then plated with five layers of diverse metals before a final plating in either two layers of gold or platinum. Color D, clarity VVS1 diamonds are set with a microscope in a custom-machined bezel. Each piece is then reassembled and tested before shipping to clients.

Brikk is taking pre-orders for the first batch of watches before the expected official launch of the Apple Watch in April.

A deposit is required for each pre-order. The pre-order Lux Watches are expected to ship out between four and six weeks after the official release of the Apple Watch.

Prices range from $7,495 for the Lux Watch Standard, to $11,995 for the Lux Watch Deluxe, peaking at $69,995 for the Lux Watch Omni. All models are packaged in a Zero Halliburton aluminum case with carbon fiber interior.

Each Lux Watch also comes with all standard accessories, a user manual, a diamond-embedded certificate of authenticity, and an exclusive 1-year warranty honored through Brikk, as the process voids the Apple warranty.

Women compromise her health for family priorities, says ICICI Lombard survey

Chennai, Mar:

Today's woman plays many roles. From being a home-maker, a loving mother to presenting business strategies in the corporate boardroom, she is adept at everything. However, while balancing her professional and personal life, she seems to be ignoring her personal health and well-being.

To gauge women's awareness and attitude towards health, an online survey was conducted in February 2015 by ICICI Lombard General Insurance.

The survey capturing responses from 1009 women respondents unveils some interesting

The Indian woman, though trying to develop her own identity, prefers to put her family first as accepted by 40% respondents. In this priority tussle, she neglects her health, avoiding health

check-ups. This was clear from the response of 79% women respondents who didn't go for

any tests (16%) or went for health check-ups only if unwell (63%). This is despite 71% of them succumbing to illness at least once or twice in a year. This pattern is corroborated by ICICI Lombard's claims data analysis for 2013 and 2014 which shows that women are prone to and increasingly succumbing to chronic ailments like arthritis, anemia, metabolic disorders and cancer compared to men.

Sanjay Datta, Chief-Underwriting & Claims, ICICI Lombard GIC Ltd., said, "It is an irony that

despite playing multiple roles, women ignore their own health and well-being. Infact, the multi-

responsibility avatar is precisely the reason why they should ensure good health for themselves.

Today's woman needs to give her health, its due importance and health insurance is the critical tool which can help support and stay protected from the perils of her hectic life style."

Another area of concern that the survey revealed pertains to health insurance. Only 39%

respondents were covered by health insurance. Among those who were not covered, 53%

had never thought about the same. Among the covered segment, only 22% had purchased a policy by themselves. The balance 79% owned it through their husband/ father (63%) or were

sponsored by their employer (16%). Again among those covered by health insurance, 48%

were not aware of cover details and 40% didn't know the process to avail claim benefits. 53%

respondents, who did not own insurance, had never even given it a thought.

Survey Highlights:

Well being aspects

- 47% have fallen sick 1-2 times in the past six months
- 24% have been unwell more than 3 times in the last six months
- 63% go for check –ups, only when they fall sick, 16% never go for check-ups
- 31% respondents gave time constraints as the excuse for not going for check-ups, whereas 30% felt health check-ups were expensive and unnecessary
- 61% are aware of women related diseases but 59% have never undergone any preventive test

Health insurance aspects

- 48% of respondents didn't own a health insurance, while 12% were not sure if they were covered
- Among the non-owners, 53% had never thought of buying a health insurance
- For the 39% who own a policy, in 63% cases, the father or spouse had purchased the health insurance policy.

Today's hectic life style and the need to adorn multiple roles is impacting women's health. It is extremely essential that they give importance to preventive health care and ensure financial protection against medical emergencies. It's time the Indian Women takes the baton of her health in her own hands.

Tata AIA Life 'Revive' to revive lapsed Life Insurance

Chennai:

Taking our belief forward of 'Making good happen' to our customers Tata AIA Life Insurance today announces the launch of 'Revive', a special drive to reinstate lapsed insurance policies. As part of the endeavour, the customers of Tata AIA Life (subject to terms and conditions of the offer period) shall not be charged any interest to renew their life insurance policies.

This initiative, valid till March 31, 2015 is extended to select customers whose premium due date is between April 2012 to January 2015 (subject to terms and conditions).

The customers do not require to submit any health declaration certificate for reinstatement. Commenting on the Revive Campaign, Amitabh Verma, Chief Operating Officer, Tata AIA Life said,"Revive is a part of our ongoing endeavour to make good happen to our customers. As we find from our records, many customers miss paying their renewal premium after buying the policies. Therefore, they not only let go of the value of the benefit of this effective financial instrument but also their life insurance protection cover. Revivewillprovide an opportunity to our customers to renew their life insurance policy with the additional benefit of 100% interest and health certificate waiver during this period."

Tata AIA Life has been taking several initiatives to ensure that the customers are able to pay the premium with convenience, thereby, ensuring their Protection cover is continued. The Company organises monthly customer service camps called Face to Face at its branches.

The customers are invited to visit their nearest Tata AIA Life branch on a pre-defined date every month by way of SMS and emails. The focus of this engagement activity is to update the customers about various services that help them in managing their policies effectively along with new services launched. In Kolkata, the customer service camp will be organised in the 2nd week of March.

Twins make it to the Guinness for scaling world's 7 tallest peaks

Tashi and Nungshi Malik are an inspiration for mountaineers. The 24-year-old twins have climbed the tallest peaks in each of the seven continents around the globe. The twins have scaled Mt Everest in May 2013, Mt Elbrus in August 2013, Mt Aconcagua in January 2014 , Mt Carstensz Pyramid in March 2014, Mt McKinley in June 2014, Mt Kilimanjaro in February 2012.

The sisters have made it to the Guiness book of world records for being the first win sisters to climb Mount Everest, first siblings and first twins to scale the Seven Summits together and also the first twins to ski to South Pole.

In a recent interview with National Geographic Traveller, Tashi Malik shares her experience of climbing Everest and says, 'Everest was special from several angles: the sheer altitude and the fact it was our first climb above 7,000m, as well as our first climb with oxygen cylinders. Plus, we reached the top with Samina Baig, who became Pakistan's first woman to reach the top of Everest. Nothing can describe the joy of flying our national flags together!'